

#### ABSTRACT OF THE INVENTION

A system and method for accumulating marketing data from guests at a coverage area. The system comprises one or more data gathering systems to read tag identifiers from RFID tags worn by respective guests and to obtain purchasing and event attendance information from guests, a central server to accumulate the purchasing and event attendance of guests in the form of respective guest data objects identified by the tag identifiers, and a data center to periodically receive the plurality of guest data objects and to generate marketing analysis and reports therefrom.

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